

The REPORTER of Direct Mail Advertising

17 East 42nd Street • New York, N.Y. • VAnderbilt 6-0888

HIGHLIGHTS OF MAY DIRECT MAIL NEWS

□ **DIRECT MAIL FOLKS** are doing an important job on the mailing of Ration Book No. 3. Readers of *The Reporter* might like to know that OPA called in professionals to organize and supervise the tremendous job of distribution. We understand that Huntley Geddes of R. L. Polk & Company has been a consultant to OPA and he is credited with most of the overall planning. Warren Cochrane of The Cochrane Company, 10 Post Office Square, Boston, is supervising the mailing of Ration Books in Region No. 1. Jim Gray of James Gray, Inc., 216 East 45th Street, New York City, is handling Region No. 2, and Claude Grizzard of Atlanta is watching Region No. 3. It is a tremendous mailing operation. It is in good hands.

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□ **CLEVER MAILINGS** have been a rarity during these war days . . . but we are glad to report an unusual piece just received from Foote & Jenks, Inc., Jackson, Michigan, manufacturers of flavoring extracts. On a four page folder measuring 10" x 10%", the advertising manager has tipped on a three winged boomerang with a circle containing questions such as: "Are you up in the air?"—"Are you always returning to the same problems?"—"Are you going around in circles?" Inside copy and illustrations tie-up with the boomerang idea by showing statistical circular charts and savings effected by using the Foote & Jenks extracts. Even though it looks like an expensive mailing, it is really economical. We will probably take the boomerang home and experiment with it in between hoeing the Victory garden.

IMPORTANT

In order to cooperate with the Post Office—we print this item bold. In future address all correspondence to us as follows:

The R E P O R T E R
of Direct Mail Advertising
17 East 42nd Street
New York 17, N. Y.

See that 17 after New York? That's our Zone Number. It helps new postal clerks in distributing to carrier routes.

When you write us . . . give us your NEW ZONE ADDRESS. When you order letterheads or invoices or what have you, the next time, include your zone number in address.

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□ **DIRECT MAIL GETS TALKED ABOUT.** It is interesting to see how many trade magazine in many fields now carry stories about Direct Mail and good Direct Mail case histories. Latest good example was sent to us by Samuel E. Gold, of the Linum-Vitae Products Corporation, Jersey City, N. J., who spotted a two-page article in the May 29, 1943 issue of "The American Lumbermen." The article is entitled "Direct Hits with Direct Mail for the Lumber Dealer Trade."

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□ **GOOD EXPLAINING.** Congratulations to Cy Norton and the other fellows at Strathmore Paper Company, who are responsible for the bulletin entitled "Headline News About Paper Under Wartime Conditions." The bulletin was mailed on May 25th to all Strathmore agents,

with extra copies to show to their customers. The bulletin quotes the nine most common questions concerning the paper situation . . . and then gives a brief, accurate statement of facts. We won't take the space to reproduce the bulletin, but suggest that you get a copy by contacting the Strathmore agent in your area or writing to Cy Norton at West Springfield, Massachusetts.

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□ **ANOTHER VOL. 1, NO. 1.** The Gill Printing and Stationery Company of Mobile, (?), has started producing a monthly magazine entitled "Copy." 12 pages, 6" x 9". It is well done. Interesting feature—brief review of all civic clubs in Mobile, (?). Only thing we could find wrong with it was that nowhere is the state mentioned in the address of the company. Of course, it must be Alabama.

Memo to our friend in the advertising agency who sent us "Copy." For pete's sake, you don't have your complete address on your letterhead.

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□ **CONVENTIONS BY MAIL . . .** the Barber-Greene Company of Aurora, Illinois, is just completing its 1943 Convention-by-Mail. Earl D. Stearns, the sales manager, writes that previous to a couple of years ago, the organization held large sales conventions in Aurora during January. Last year they held regional meetings in different cities. This year they followed the advice of the ODT and the Graphic Arts Victory Committee. No. 1 mailing was made on March 15th. The complete convention consists of 13 sessions (or separate mailings), including letters, bulletins, and booklets.

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NORTHWEST
Pedigreed Papers

Book Papers
Offset Papers Label Papers
Sulphite Bonds
Ledger Index Postcard
Poster Papers Writing Papers
Salesbook
Tablet Papers Pad Stock
Drawing
Adding Machine Register
Manifold
Lining Papers Waxing Papers
Envelope Papers

UNDEVIATING ADHERENCE to the principle of making only papers of integrity has won Northwest a host of loyal friends. We are told repeatedly that no other papers have ever so completely satisfied the requirements of printer and advertiser... Obviously, only papers of proven merit could earn and hold such esteem.

VICTORY *War Quality* PAPERS

THE NORTHWEST PAPER COMPANY · CLOQUET, MINNESOTA

PREDICTION

Starting July 1, 1943 . . . the various agencies in Washington which are responsible for the so-called Victory Projects will have less money to spend for the printed tools needed to tell the American people about those projects. It will become increasingly important for private industry (the users of printing, general advertising, direct mailers, etc.) to help the Government by including the Victory Projects in their advertising.

Some day, *this reporter* would like to write a book about Washington. We'd like to talk about all we've seen behind the scenes. But if the present pace keeps up . . . the book will be too late.

Sometimes in Washington it's hard to determine just what war we are fighting or just what kind of a war we are fighting. I have been in agencies in Washington where decisions were made not on the basis of whether the final action was the best to help win the war, but whether the decision would get by "those fellows on the Hill."

During the past few months, we have seen much nervousness and tension in many of the Government departments. There has been one Congressional investigation after another Congressional investigation. Hard working and patriotic men have been forced to waste day after day in making up reports and appearing before Congressional Investigating Committees. In many departments, those who are trying to handle "public relations" do not know from day to day what the next move will be.

I know that a lot of mistakes have been made . . . through inexperience and uncertainty. But I do know that most of the administrative men in Washington have left well-paid positions and are patriotically trying to do a job for their country. I am thoroughly convinced that there are certain essential ideas which must be sold to the people during wartime. People must be taught **conservation**. They must be

sold war bonds, they must be taught not to travel, not to waste, not to reveal important information. They must be taught the advantages and necessity of **rationing**. They must be taught to fight **inflation**. They must be shown the way to community spirit, community action. Those things do not just happen.

Although I have a high respect for many members of Congress, I am sorry to report that most of the bickerings and most of the investigations are originated or sponsored by the very same members of Congress who participated in the pre-war propaganda campaign against preparedness.

The men in Congress who allowed the misuse of their frank before war came to us are the very same fellows who get up in Congress now and make fun of the Office of Civilian Defense, the OPA and most of the other agencies which are trying to do a job on the home front.

Isn't it strange that the men who were mixed up in the biggest propaganda scandal of all time are so violent in their condemnation of American propaganda. Wheeler, Nye, Fish, Hoffman (you name them) are indignant that the United States should spend money for printed literature to tell the American people about the problems which face our country in wartime. Mr. Wheeler thinks that the OWI should be discontinued . . . even while some of the other members of Congress are lambasting Elmer Davis for not giving enough information to the American people. Senator Wheeler is the same man who managed, through the Judiciary Committee, to have William Power Maloney removed from the trial of 33 seditionists. Senator Wheeler, Senator Nye, Hamilton Fish, Clare Hoffman, are turning heaven and earth trying to prevent the 33 seditionists from coming to trial. And these same Senators and Representatives persist in annoying the agencies in Washington which are trying to give truthful information to the people of this country.

I have told some of my friends in the various agencies in Washington that the biggest mistake they make is in being afraid of these loud-talking obstructionists. Most of the agencies are afraid of Congress . . . because Congress holds the "appropriation-whip" over them. The two important branches of the Government that are winning the war . . . are the two branches of the Government which are not afraid of Congress. The Army and the Navy officials do not cringe with fear when called before a Congressional Investigating Committee. Maybe it's because the Army and Navy know some of the real facts about some of the investigators. Let's hope that the responsible men in other agencies of the Government take the trouble to find the real truth about some of the investigators.

(That's the outline for a book.)

Even though we do not have time to write a book . . . we can still make the prediction of our opening paragraph. The Congressional obstructionists will probably win. Most of the Government agencies will have their budgets cut for "public relations" or for campaigns to win compliance for necessary regulations . . . such as rationing, travel conservation, etc. There will be much less Government printing after July 1st. I don't agree with the Senators or the Congressmen who say "the American people do not have to be sold anything." The American people must be told why they should not patronize black markets, why it is necessary to save and conserve, why it is necessary to share alike, etc. Hitler proved that printed propaganda could disrupt. Now . . . a group of reactionaries try to prevent our Government from using constructive printed antidotes.

From this point in the battle it looks like the advertisers of the country will have to jump in and support the projects in which they are most interested.

(Continued on Page 4)

This reporter asks all readers of this magazine . . . all who have helped him in the fight against subversive propaganda . . . to pitch in and devote as much of their printed promotion as possible to the job of keeping the public informed on the projects necessary for winning the war on the home front.

The Guide Book issued by the Graphic Arts Victory Committee is still the basic source of sound and accurate information. If you do not yet have a copy, write to us and we'll see that you get one promptly.

H. H.

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□ **A GOOD TIE-UP.** Linton Brothers & Company, Fitchburg, Massachusetts (manufacturers of index and printing bristols) have just issued an interesting four page folder in an attractive envelope . . . showing how Linton Bristols can be employed in producing die cut pieces for conventions held by mail. The Linton folder reproduced the die cut suggestions in the "Convention by Mail" manual of the Graphic Arts Victory Committee. A mailing has been made to secretaries of trade associations, railroad executives, members of the D.M.A.A., large insurance companies, trade magazines and creative printers.

This is fine support, not only for the GAVC but for the Office of Defense Transportation.

All reports indicate that the Convention-by-Mail idea is sweeping the country. The ODT has been flooded with letters giving notice that physical conventions had been cancelled for the duration and that the Convention-by-Mail will be tried. Specimen campaigns are coming in regularly. We understand that the GAVC is planning to issue a supplementary booklet within a few months, listing and describing some of the best current Conventions-by-Mail.

Among current examples are: The Paraffine Companies, Inc., San Francisco, California. The American Paint Journal, St. Louis, Missouri. Harleysville Mutual Casualty Company, Harleysville, Pennsylvania. American Type Founders Sales Corporation, Elizabeth, New Jersey.

KIDDING THE POST OFFICE

Last month *The Reporter* reproduced an envelope bearing the frank of Congressman Hamilton Fish . . . mailed from San Diego, California, on April 14, 1943, to a "dummy name" placed on the list of C. Leon de Aryan who is under indictment for sedition but who is now out on bail. We revealed how Ham Fish is again allowing his frank to be used by seditious characters . . . and how Ham Fish is trying to defend the 33 people who are now under indictment.

Many readers of *The Reporter* clipped the article and sent it to their Congressmen. We have seen some very "sympathetic" responses.

But the letter which takes the cake was written by Emanuel Jacoby of The Jacoby Organization, 118 East 25th Street, New York City, on May 25th. You should all enjoy his humor.

Hon. Frank Walker,
Postmaster General,
Washington, D. C.

Dear Sir:

I would be grateful for your advice on a subject which has been prompted by an article appearing in the April issue of *The Reporter*, a distinguished direct-mail advertising magazine. Copy of this article is appended.

It would appear that at least one Congressman is "furnishing free mail" to an individual.

I respectfully now inquire if I may offer a similar advantage to clients for whom I create and dispatch literature by mail.

I have in mind two clients who are, it would seem, especially deserving of such consideration. One is a financial house whose direct-mail advertising I have been handling for almost thirteen years, monthly. The head of this house has patriotically relinquished his post for the duration and gone to Washington to help the war effort. His advertising this past year has been devoted to lifting the morale of industry.

The other client I have in mind is one whose monthly advertising budget for the past fifteen years has been devoted exclusively to mail promotion. The postage has not been inconsiderable. The president of this firm served aboard a submarine in the last war, he has been purchasing war bonds, his advertising these past few months has

been designed to further our war effort. The last piece of literature was entirely devoted to helping sell bonds.

Both these clients are national advertisers, both have helped to increase the revenue of the Post Office Department, both are patriots. Are not these true Americans entitled, even without the assistance of a Congressman, to use the mails—postage free?

I respectfully solicit your advice for which please accept my thanks in advance.

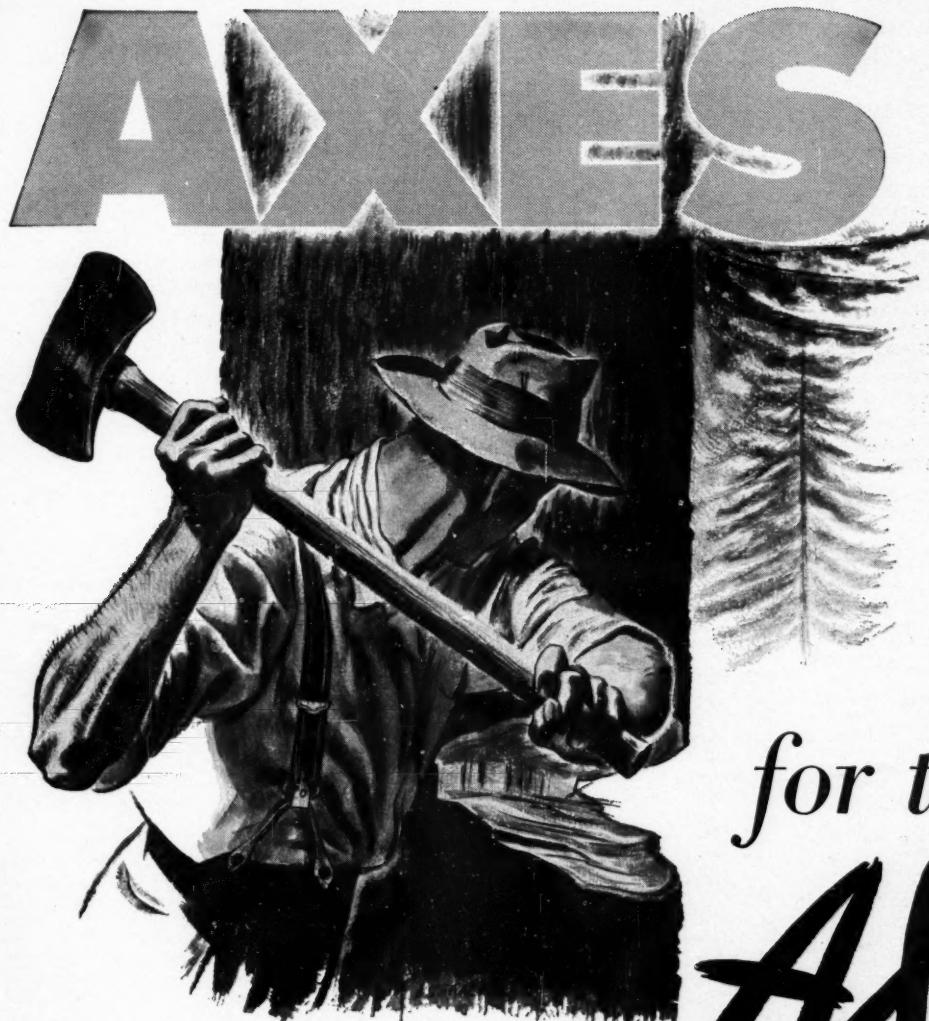
Sincerely yours,

THE JACOBY ORGANIZATION,
Emanuel Jacoby.

Third Assistant Postmaster General Ramsey S. Black replied without humor. He had to be officially dignified in turning down the request for free postage. But here is his paragraph concerning the use of the frank:

With respect to the matter referred to which was mailed under the franking privilege of a Congressman you are advised that under the provisions of paragraph 3, section 612, Postal Laws and Regulations, a Member of Congress may send a bulk shipment of franked articles properly mailable under his frank to one addressee, who on receiving and opening the package, may, on behalf of the Member of Congress, place addresses on the franked articles and remail them for carriage and delivery to the respective addressees. This contemplates that the person who addresses and mails the matter is doing so as the representative or agent of the one whose frank appears on the matter.

Study that paragraph carefully. That is exactly what *The Reporter* has been beefing about all these years. What moral right has Hamilton Fish, or any other Congressman, to appoint an "addressing agent" far removed from his own Congressional District? Why shouldn't the Government or the Post Office Department have some rights to inquire into the status of the agent appointed by the Congressman? Under the present laws and regulations, Hamilton Fish is entirely within his **legal** rights. He can furnish his franked envelopes to an unlimited number of Nazi-loving seditionists . . . and no one can make him stop. Isn't that one hell of a mess?



for the
AXIS

The biting stroke of every gleaming axe in Champion forests is a blow against the axis nations. For wood from these trees finds its way into Champion mills that convert it into pulp for explosives, and into paper for many wartime uses, from shell casings to ration books to food packages. The ring of axes swells and echoes through America's factories, printing houses and food plants, until it reaches every axis capital. In the present situation, all the skill and effort of the Champion organization are focused on the great day of unconditional surrender.



THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . . HOUSTON, TEXAS

Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelopes and Tablet Writing . . . 2,000,000 Pounds a Day

DISTRICT SALES OFFICES

NEW YORK • CHICAGO • PHILADELPHIA • CLEVELAND • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA

FOUR PERFECT ANSWERS TO THE HIGH SCHOOL SOPHOMORE

In the April REPORTER we published a letter received by a national youth magazine from a sophomore in a Pennsylvania high school. This young man admitted that he had dedicated his life to being a radical . . . to working for the end of capitalism . . . to ushering in a brave new world. We asked the readers of THE REPORTER to send us suggested answers. We give you now four of the best answers received.

**Here is the answer from
H. S. Reichenbach of Allentown, Pa.:**

My Dear Sophomore:
Somewhere in Pennsylvania:

I have just read your letter . . . and the most important part of it that stares out of the page at me and stirs me is the last two words . . . "I hope."

These words speak louder than anything you've said, and they seem to imply more that is left unsaid.

We are told that "hope springs eternal in the human breast" and we know that this is so as we study the history of mankind down through the ages.

I, too, hope. But I question whether the type of movement such as you subscribe to is the answer to your hope or my hope. There is no one who would like to see "the brave new world" ushered in more than I, but in my hope I do not find the answer in overthrow or violence.

You hope to end capitalism . . . is that so new? In your study have you determined just what capitalism is? If you have—which I doubt—why stop at capitalism, why not go on and include all the other "isms" that have grown as a barnacle on past civilization as well as the present one? And there are many such.

You hope to "usher in a brave new world" by overthrowing the present one. Haven't we had enough overthrowing . . . in this war and all past wars? The voices of those who have paid with their lives should echo and re-echo in your mind that overthrow isn't the answer—nor is capitalism alone to blame.

Instead of dedicating yourself to destruction dedicate it to construction. Instead of fostering hatred for existing systems and those who represent these systems, foster instead understanding. Instead of limiting your study to the writings of such men

as you mention, include in it the Bible and now especially the New Testament and then also include biographies of great men—such as George Washington, Carver and others.

Remember—the principles of Jesus have been preached to men for over 2,000 years but man has not, up to this time, given those principles a whole-hearted sincere trial. A few men have—yes—but all too few, and it should be the life work of you and all the other youths of today to so live that by your life and deeds and actions you will rather reconstruct than overthrow.

But you have definitely set your face against being an evangelist. Instead of dedicating your life to bringing equality, charity, justice, morality, liberty, fraternity and Godliness into this world and really making it a—"brave new world"—you dedicate yourself to fostering and nurturing inequality, uncharitableness, injustice, immorality, slavery and unGodliness. Haven't we had enough of these?

You say "Beware, ye aged ones, who now rule the world." Just who do you mean? Do you know? Do any of the writers know whose works you are studying? If they were or are so wise, why haven't they done something constructive to overcome this evil? Plato, the Greek, isn't the only one of these who is "now quite dead." The others are, too, but some of them haven't been buried yet.

Remember, youth, that tomorrow you, too, will be aged. That your fanaticism to change things may change to a resignation to the things that are in spite of your career, unless—you and all the others who subscribe to your views—build a bigger, better and braver world in which love for your Creator and your fellow men are the dominant ideals and in which greed and selfishness and lust for power and cruelty and all the other shameful traits of mankind are abolished forever and ever. Then, and only then, will we have a "brave new world."

Here is the answer from Charles E. Whitehouse, of Globe Mail Service, Inc., 148 West 23rd Street, New York City:

Dear Student:

Shake, pal! We need citizens like you will be, if you honestly follow out your fearless intentions. But let me call your attention to certain facts which you will find coincide with the practice of your chosen writers.

Don't start a revolution with 100,000 on your side and millions on the other. The result will be rather futile and the cause will be set back. Talk, write and preach in some country with representative government until you get the majority on your side. Then you won't need a revolution by violence. You can simply take over and run things according to the new principles. It has been done with great success on various occasions. In fact, it is a recognized routine.

There may be a few details in the teachings of some other writers that might help, Benito Mussolini in Italy (in his early period), the debates between Stalin and Trotsky in Russia (in the later period) on the meaning of Karl Marx, the Lincoln-Douglas debates in America, Danton, Robespierre and Napoleon in the French Revolution.

Then there are some books in your school course, or supplementary readings, that are worth glancing over,—Uncle Tom's Cabin, Burke's speeches in the English Commons, the Methodist movement, the Magna Charta, the American Declaration of Independence, the United States Constitution, etc.

Another point, it will be necessary to eat and meet expenses in the meantime. Some radicals do very much better financially than others. You will notice that many of the writers you mention have enjoyed a very good capitalistic income without it interfering with their revolutionary feelings, Voltaire and Bernard Shaw from

the theatre, H. G. Wells, Jawaharlal Nehru and Stuart Chase as writers.

There is also a Spanish proverb to the effect that "he who is not a radical at 20 has something wrong with his heart, and he who is a radical at 40 has something wrong with his head."

At least, I am glad there is nothing wrong with your heart, and I hope the results of further reading will show you there is nothing wrong with your head either.

With best wishes.

And, here is the answer from James Millar, 316 9th St., N. E., Atlanta, Ga.:

Dear Mr. Hoke:

Have just read—"What a Letter," in "The Reporter."

It is suggested that this high school sophomore, with his 100,000 strong active members take an active part in our back-to-the-land "Victory Corps" Land Army this summer. Let them lay aside their Wells, Shaw, Karl Marx, Nehru, for a real chance to breathe clear, invigorating air, and in helping raise and harvest a bumper crop this year, so that they may live—and the world will not starve.

Make this youngster a head man, after he has taken into his lungs a good slug of Nature's gifts, and when the spirit of the open country has stirred him to really start to live.

His spirit and soul has been stifled in a lot of books, that have given him the wrong slants on living. Nature alone is the real tonic to snap him and his kind out of their harmful environment. That, and a lot of good hard work by the sweat of the brow.

This at least is my remedy.

Kind good wishes.

Here's what H. Bertram Lewis of Litchfield, Conn. (sales and advertising counsel), says about the situation:

Here's how I would answer this lad. I've dealt with such before and know that what they need is a sympathetic invitation to think their ideas through. They wouldn't have acquired this point of view if their parents had handled them thus. In most cases they have met with nothing at home but violent—and wholly unintelligent—opposition. Which, very naturally, only adds fuel to the flames.

I'd give a good deal for a chance to correspond with such a boy. He couldn't be snapped out of it by one letter. Probably not by a series of them. But he could acquire ideas that in spite of himself would work subtle changes in his thinking and, in time, revise it altogether.

The suggested letter by Bert Lewis follows:

Dear Bill:

Your interesting letter of the —th has been read with real appreciation. It shows that you're thinking and want to help mankind and that is splendid. We aged ones who are, in fact, nothing but kids, grown up, remember just how wrong a lot of things seemed to us before we tackled life in earnest and how much we wanted to correct them—and we're glad to know that you and your associates are carrying on the tradition.

We have indeed never lost that urge and perhaps you and we, working together, can accomplish something great along that line. Let's have a try at it.

The only difference between us at this stage seems to be one that the passage of time will tend to correct. We have discovered through the years, that some of our ideas about how to right these wrongs weren't as foolproof as we had believed them to be. We have, in other words, made mistakes—and we know it. And, since everybody makes mistakes, you'll have exactly that experience, and by the time you get to the stage of life that we have now reached, you will know what those are—and from there on we can combine our ideas and maybe bring out something really fine.

We hold no brief for capitalism—or for socialism, communism or any other plan of life except the one that will most surely promote the greatest good of the greatest number of people. Frankly, we don't know yet what that is. Perhaps your ideas will help us to decide. So if you feel like giving them to us in detail we shall be very glad to have them.

It would interest us greatly to know exactly what faults you find with capitalism that you think Scientific Socialism would correct, how you plan to displace capitalism where it flourishes today, and how you expect to make Scientific Socialism work. A program like yours must be thought through before it is undertaken, or it will surely fail. So we assume that you have a complete plan of campaign and, as it must have many novel details, should be greatly interested in a full description of it.

Capitalism, of course, is a natural product of the American system of individual liberty. It permits of abuses, like any other system—but it will be hard to overthrow here because it fits our basic scheme of living better than any other economic system. And, as socialism in every form except that practiced by the early Christians, has heretofore required compulsion to make it work at all, it will be doubly difficult to implant, among a people bred for centuries to resent compulsion and to combat tooth and nail all trends that tend to build up too powerful a centralized authority. You must, of course, realize this and have a plan for eliminating capitalism painlessly and making socialism work with less friction than capitalism has ever generated—for unless it does that the change will not promote greater human welfare. It will, in fact, be a backward step instead of a progressive one.

We'll gladly go along with you on any plan that really helps the human race, no matter what you call it. But we don't believe in change for change's sake and will want to know a lot about any new social program that is offered before we can conclude that it will really do more than satisfy the few at the expense of the many. After all, 100,000 is not a very high percentage of 130,000,000.

And, while we still have a lot of things to learn about life, we have done enough and seen enough to be perfectly sure that no way of life will produce universal happiness that is not founded upon the exhortation of a very young man who, in spite of his youth, knew the human spirit as no other man of any age has ever done before or since, who said: "All things, therefore, whatsoever ye would that men should do to you, do ye even so to them."

If your program will surely bring us nearer to the practice of that principle, we'll get behind it with you and give it all we've got.

So write again when you have time and tell us all about it. Meanwhile, with thanks for your frankness, believe us.

Reporter's Note: Letters such as these may help to solve some of the problems of the world.

ANOTHER GOLD REPORT

Plenty of times in the past we have commented on how Samuel E. Gold, secretary-sales manager of the Lignum-Vitae Products Corporation, Jersey City, New Jersey, feels about Direct Mail. Here's a recent report from him which deserves more circulation:

Many of the pre-war skeptics who it seemed could not or would not appreciate the remarkable ability of Direct Mail to do a job, whether it be getting new customers, selling service, putting over a campaign, etc., etc., and etc., are today utilizing Uncle Sam's best value—a postage stamp.

With manpower being absorbed by the Armed Services and the War Effort, Gasoline and Tire Rationing, "necessity" is indeed doing a swell job of "selling a bill of goods" to business everywhere, by making them use Direct Mail for purposes for which they would have hesitated to use it, in the pre-war days.

What is the result? Many of the skeptics are saying, "How long has this been going on?" The fellows in the Direct Mail field who have been shouting to high heaven, to these many years, could well say, "That's what we have been telling you!"

However, all of the above Henry, is just a prologue to the real reason for my writing you.

As you know, we do all of our business throughout the world entirely by Direct Mail. No outside salesmen. Just Uncle Sam and his postage stamps.

When War came, a great many of our products and practically all of our production facilities were switched to the War Effort.

After a few months of "shaking down" our war geared plant, I started to go to work on the heart of any business conducting business by mail—Lists!

□ A CLEVER ENVELOPE is being used by The Bickford Press, Atlanta, Georgia (praised last month for several Direct Mail pieces . . . must be careful not to give Bob too much free publicity). The corner card reads—"How Do You Doodle?" From The Bickford Press, 156 Holiday Avenue, Atlanta, Ga.

Under the corner card are doodling figures which run off bottom of the

I went over our customer lists, prospect lists, and also companies that held War Contracts, with a fine tooth comb, because I came to the conclusion that we had an opportunity of not only doing a job in the War Effort, but also to introduce our Lignum-Vitae products into plants that would of necessity have to try all types of materials in the emergency. If our products were satisfactory, a portion of these emergency users would become permanent users and continue to use our products when Victory is ours.

Thus far, my hunch has been working out, as we have been fairly successful in securing enough business to keep us going at high speed, subject only to the manpower that we can secure . . . and many indications of interest in Lignum-Vitae for the post-war period.

The "crop" of prospects—and I mean real prospects and not "suspects"—for after Victory, is growing daily.

While I kept circularizing various lists with general literature, I felt that we had to plan special literature for long range effectiveness.

In many cases we could not hope to get any actual results tomorrow, next week or even next year. However, by covering the field with a fine tooth comb, by Direct Mail, economically, I would be sifting out those companies who might be able to use our products during Wartime and at the same time we would also be planting seeds that would harvest a good crop of customers for us among manufacturers who could only use our products in their Peacetime Equipment, after Victory is ours.

I also wanted to make it easy for the recipients to indicate their interest in our products for use at some future time, even though they may not be able to use them at once.

The result was . . .

envelope. Entire back is imprinted with doodling and the following copy—"This man doodles pretty well. But then, he's had lots of practice while groping for a new idea. Save yourself all this worry and nervous tension. Just bring your printing problems to us. Let us do the work while you take care of the business at hand. That's where we specialize . . . and . . . We Offer Free Copy and Cut Service!"

"An important Wartime Report for Production and Engineering Executives—How Lignum-Vitae is being used for mechanical and industrial purposes in helping industry in an all-out-for-Victory-effort."

A copy is enclosed for your weary eyes.—(Ed. Note: Good.)

In this Report, I have used basic Mail Order technique—even down to the data sheet and questionnaire on the inside back cover, which is detachable for mailing back to us. I have "told all"—and told it plenty.

I have used Case Histories, Testimonials galore, and I think every technique that makes up a good piece of Direct Mail literature.

There will be supplementary Reports on new applications and naturally I want to improve each new issue. Therefore, constructive suggestions will be welcome.

If you mention it in **The Reporter**, tell your readers we will be pleased to send copies to interested Companies, Technical Schools, Colleges or Executives.

Good Luck!

Yours for Victory,

LIGNUM-VITAE PRODUCTS CORPORATION.

(Signed) Samuel E. Gold,
Secretary-Sales Manager.

Wartime Report on Lignum-Vitae

P.S.—Incidentally, M. Schwartz of Jersey City, one of the subscribers I got for you some years ago, told me last week that he thought that **The Reporter** has improved tremendously, and he always felt it was grand. He merely echoes my sentiments.

P.S.S.—If you decide to follow Jack Carr's suggestion, reserve a Palm for me, too, down in Florida, because I wouldn't mind doing the same thing.

□ **BLOTTER HOUSE ORGAN** is being used by The Breithaupt Leather Co., Kitchener, Ont., Canada. Size 4" x 9". Titled "Breit-News"—published Monthly in the Interests of Shoe and Glove Manufacturers. Coated side filled with informative copy, but easily readable. The month's calendar is carried at the bottom. Good example of intelligent conservation for the duration.

Prominent Users of Strathmore Letterhead Papers: No. 38 of a Series



does your letterhead command attention?

Officers' caps by Dobbs command attention. They have those same fine qualities of workmanship and material which, through the years, have won leadership for Dobbs civilian hats. Just as their hats say "leadership," so does the Dobbs letterhead on Strathmore Bond.

With more and more of your business carried on by correspondence, it is important that your letterhead should properly express the quality and character of your organization. A letter written on Strathmore paper costs only a small percent more than a letter written on the cheapest paper you might buy! Write for detail of letter cost.

*Strathmore Papers for Letterheads: Strathmore Parchment,
Thistlemark Bond, Bay Path Bond, Strathmore Bond, Strathmore Script, Alexandra Brilliant and Strathmore Writing.*

STRATHMORE *MAKERS
OF FINE
PAPERS*

Strathmore Paper Company, West Springfield, Massachusetts

**PAPER IS PART OF
TODAY'S
PICTURE**

Current Strathmore advertising points out how essential paper is to the war effort, features leading industries that use Strathmore in their Victory programs, stresses the point that good letterheads help maintain the reputation every firm is guarding today.

★ ★ ★

This series appears in:

FORTUNE
TIME
BUSINESS WEEK
UNITED STATES NEWS
NEWSWEEK
FORBES
ADVERTISING & SELLING
TIDE
PRINTERS' INK
SALES MANAGEMENT

"DEBUNKING THE HOOEY" DEPARTMENT

In our Report of March Direct Mail Activities, we published a letter from Dave Belbeck of The W. W. Cooper Company, Limited, Swift Current, Sask., Canada . . . in which Mr. Belbeck proceeded to debunk some of the so-called mysterious techniques of Direct Mail. That letter has pulled an amazing number of responses from our readers. We'll give you here three of the best letters on the subject.

From L. E. Stacy of The Spirella Company, Incorporated, Niagara Falls, New York:

Dear Mr. Hoke:

I am interested in the article on Page 6 of the March "Reporter".

I find myself in almost complete agreement with Mr. Belbeck as I feel that there has been a tremendous amount of valueless mystery built up about "Direct Mailing". I believe this has been largely the result of persons who want to make a job for themselves and who try to prove, to those who do not know first-hand, that all of the mysterious intricacies of direct mailing must be handled by an expert.

In my opinion, most of the theories about colored paper, fill-ins, clever foldings and pictures have very little to do with final results. If we have something to sell by direct mail and explain it clearly, we are apt to get results.

It seems to me that Mr. Belbeck has just about covered the ground in his short article and what he says can be worth millions to people in the direct mail business if they are willing to stop, analyze and act.

Sincerely yours,

From Stanley Ruderman, Promotion Manager, Asociacion Mexicana de Hoteles, Bolivar 25, Mexico, D. F.:

Dear Mr. Hoke:

In going through your Report for March, 1943 we couldn't help feeling our blood pressure go way up as we read Mr. Dave Belbeck's letter "debunking the hooey about direct mail."

We agree with him that copy should be treated in a friendly, every-day manner. We also agree that it should stand on its own merits and not sneak in wearing a wax nose and false mustache. But we most emphatically do NOT agree that results are the same whether or not prospect's name is stated.

For here in Mexico we've just gotten around to the point of trying a little hooey in our mailings, because we felt we were not getting sufficient returns from householder or company name addressing. And the turkey dressing works!

So we readily admit we're all set to do some heavy pouf-poufing.

In our opinion, giving the householder's name is not treating direct mail as a fragile bud too delicate to trust to ordinary methods. Rather, it amounts to using the weapon at hand in the most efficient way. In the case of direct mail, we are not scattering buckshot in anyone's general direction, but are trying our darndest to send well-aimed shots into vital parts.

It may be that there are different conditions up Mr. Belbeck's way, but we found it worth while to change from householder to name mailings at about the same time he switched to the opposing school of thought!

From Howard Dana Shaw, 636 South Walnut Street, West Chester, Pennsylvania:

Dear Henry:

Having just got around to reading your March issue, I still must say what I think of Belbeck's "hooey" letter. Since my experience is chiefly in mail order, I say Amen!

I have always felt the reason there is so much hooey in direct mail is that direct mail is a branch of the printing industry. A printer is interested in printing, not in getting results. Same as an advertising agency is interested in filling space. One is child of the publishing industry, the other is child of the printing industry.

The list of fallacies about direct mail is as long as your arm. Anyone who keeps exact records on his mailings, and is open-minded about trying things, knows that these are among the major fallacies in the business:

1. That nobody reads a long letter.
2. That a personalized fill-in gets better reading.
3. That the grammar in a letter should be correct.
4. That first class postage gets better attention than third class.
5. That appearance of paper, letterhead, and copy is important to results.

It's the same old story as we run into in every industry and branch of

so-called human endeavor, Henry. Ninety-nine out of a hundred aren't willing to face the music and pay the price. The thing that makes a letter do something inside the reader's head is what you say in the letter . . . and learning what to say is plain, old-fashioned, unadulterated hard work. We're always looking for something simple to blame our failures on—just like vitamins.

Sincerely,

Reporter's Note: Thanks to Stacy, Ruderman and Shaw for good sound thinking . . . and for keeping an important argument alive. Direct Mail is the **simplest** form of advertising. It is the closest approach to personal face-to-face selling. Questions of format, style, colors, are just as important as good taste in the selection of clothing is to the personal salesman.

"What you say" is the most important part of the job.

WORST OF THE MONTH DEPARTMENT

... edited by Chet Sloane of Newsweek

Dear Henry:

The guy who wrote the postcard for the Logan Square branch of the Philadelphia Public Library is a piker. Listen to a real piece of copy, right out of the "Yr. Obdt. Serv." era—and currently (May 12th, 1943) in use by Bobbink & Atkins, Rose Growers and Nurserymen, East Rutherford, N. J.:

"We wish to advise you of the shipment, by (express)—(parcel post), of your valued order which we trust will reach you promptly and in good condition. We fondly hope your success with same will be such as to warrant you in again entrusting us with your future needs."

I fondly hope that I may receive more of these examples of superior business correspondence, so that I can forward same to you without delay.

Yr. Obdt. Serv.,

CHET.

THE REPORTER

SELLING AN IMAGINARY SERVICE

In a letter dated May 24, 1943 . . . we received the following interesting case history report from Marjorie Dent Candee, Director of Publicity, Seamen's Church Institute of New York, 25 South Street, New York, N. Y.

For years you have been telling us that "anything can be sold by mail", so now I write to tell you about something **imaginary** which we sold by mail successfully:

Each Spring we have a theatre benefit, taking over some Broadway play, and I sell tickets by mail to our list of contributors residing in the New York area. This year, my associate, Miss Jay Dennis, said to me one day, just as a big freighter sailed past my window (overlooking the East River), "I wish we could have a stay-at-home benefit this year, but with an unusual twist. Why not an imaginary cruise?" So we developed it along those lines, and, as you will see from the attached, we borrowed a cut of the S. S. America with red, white and blue funnels and palm trees in the foreground and used the caption "Your Cruise to _____?"

Then we listed cabins, suite on A deck (and a seat at the Captain's table); cabin for two, "B" deck, etc. and on "C" deck with two portholes, and we made the prices the same as for theatre benefits. Finally, I listed "Stowaway" at \$100.00 as a special privilege! The results—more than double the amount of money and the number of contributors as compared with a theatre benefit, and 13 people

each sent \$100. to travel (in their imaginations) as "Stowaways!"

Many of them caught the spirit of the thing, and sent extra dollars for "deck chairs", "steamer rugs", etc. and many specified that they would like to cruise to their favorite island of enchantment. One made a reservation for "Shangri-La", another wrote: "I'd like to take a cruise to find the lost continent of Atlantis", etc. etc.

We sent 4,000 letters; 680 individual friends subscribed, and the total amount (gross) was \$8,360. The expenses (printing and postage) totaled about \$360. so our net was \$8,000, which we turned into our Ways and Means Fund to help provide recreational and social service facilities for the thousands of men of the merchant marines of the United Nations who are carrying the cargoes to our fighting fronts.

With kindest regards,

Sincerely,

Reporter's Note: Show this case history to anyone who doubts that Direct Mail is being read during wartime.

□ MORALE BOOKLETS. Several manufacturers have queried *The Reporter* . . . "Where can we get good morale-building booklets for distribution to our employees in payroll envelopes, etc.?" Our answer usually is . . . "Write to Appreciate America (Inc. Not for Profit), 130 North Wells Street, Chicago, Illinois." Get copies of the small 2½ x 4¼ inch, 16-page booklets on various morale building topics, such as Fighting Rumors, Tolerance, etc. New ones are coming off the press frequently.

In our opinion, these are about the best syndicated pieces in existence at the present time. They are prepared by a patriotic group of people who **know their stuff**. Don't worry about the cost!

□ CHANGE OF NAME. Effective May 24th, the name of The Advertising Council was changed to "The War Advertising Council, Inc." The Board of Directors believe that this name is more explanatory of the objective of the organization which is to make advertising of the maximum usefulness to the war.

□ REBUTTAL. M. R. Jones, secretary of the General Benefit Association, Denver, Colorado, writes: "Contrary to the opinion of one of your subscribers as set forth on page 18 of the last (April) issue of *The Reporter*, my own opinion is that *The Reporter* has shown phenomenal improvement since you took over. It now really has some life in it."

THE REPORTER



*Dear Sir:
Think of it! A genuine leather
traveling bag for only \$6.95.*

ARE YOU REACHING THE RIGHT PEOPLE?

For your next mail promotion use a list of **right** people . . . people who are known to be buyers of products and services similar to your own. We don't own lists but we do know where to get them . . . 2000 privately owned lists—more than 80 million names—are registered with us and available on a **rental** basis. Cost is low—service is fast. Tell us the people you want to reach—we'll make suggestions without obligation.

D-R SPECIAL LIST BUREAU

(DIVISION OF DICKIE-RAYMOND, INC.)

80 Broad Street Boston, Mass.

★
FOR
DURABILITY
SPECIFY
KROYDON
COVER
for
Instruction Booklets
Catalog Covers
Manuals
★

Available in a wide range
of Colors in Medium and
Heavy Weights

20 x 26 23 x 35

Sample book sent on request

•
**HOLYOKE CARD
AND PAPER CO.**

SPRINGFIELD, MASSACHUSETTS

MORE CONTROVERSY

In the April *Reporter*, we published several items which stirred up a hotbed of pro and con arguments. One item, a letter from Harry Higdon of Chicago, complained about the tactics of certain publishers who do not keep their mailing lists in good shape and who do not answer letters of complaints. Another item criticized a publisher for exaggerated "personalizing." Even though we did not mention the name of the publisher (the same in both items), we received a hot letter from him saying that we were "all wet." We won't bring his name into the controversy by publishing his letter, but we will let you see one message which talks very understandingly about the whole situation.

Here is what Nick Samstag of Time Magazine has to say (and we should emphasize that neither Time, Life nor Fortune was the subject of the critical items in the April *Reporter*).

Dear Henry:

The letter from Harry Higdon on page 18 of your April issue is a muscular piece of writing and in many respects makes sense.

It is certainly too bad that so many users of direct mail fail to check their lists of prospects against their lists of current subscribers—and thus insult some of their best friends by sending them letters that talk to recipients as if they had never even seen the magazine.

On the other hand, I think it should be said that some of this is inevitable. In normal times we spend around \$40,000 a year checking our outside prospect lists against lists of our subscribers before sending out our mailings. But there are certain companies that will not let us check their lists—firms to whom we must supply our mailing pieces so they can address them and mail them without their lists leaving their offices.

There are so many cases of this kind that publishers would be sorely handicapped if they refused to use lists they could not check against their subscribers.

This does not mean there is any excuse for Mr. Higdon not having received from the offending publisher a

letter of apology for having addressed him as a stranger when he was an old friend. This is an unforgivable breach in customer relations, and if it ever occurs with any of our magazines, it is purely an oversight.

Mr. Higdon's next point—about receiving an envelope marked "Executive Offices" from a publisher whose executive offices are in New York but whose subscription department is in Chicago—seems not so well taken. There is no reason why a sales message cannot originate from the New York executive offices of a company and be mailed for clerical and other reasons from a department of the same company with headquarters in another city.

And this brings up my biggest exception to Mr. Higdon's letter: his comment about "cheap efforts at personalization." Please, sir, you compound this felony by saying that now is no time for deception in direct mail.

Since when does trying to make direct mail look personal come under the head of "trickery"? One very good reason for using the letter form in direct mail is that it permits the user to put his message on a more personal basis than if he advertised in a newspaper or a magazine. Much of the value of this personal aspect of direct mail is destroyed when a printed folder is used, for this is obviously something produced in quantity and mailed in quantity.

I am not claiming that any intelligent citizen receiving a direct mail letter from TIME, LIFE or FORTUNE really believes that it is a personal letter addressed to him and him alone and handwritten by a circulation director with millions of such letters a year going out over his name.

But I do claim that the whole thing is a benevolent conspiracy. It seems to me that the recipient is rather pleased by the sender's careful attempt to create a feeling of personal correspondence—by using as good paper as he can afford, by using a blue signature rather than a black signature, by keeping his letter looking like a letter, and by writing his copy in an understated, civilized, personal tone of voice. The experienced direct mail man becomes a party to the conspiracy—panders to his prospects' preferences as much as possible consistent with practicality.

In one way this might be considered deception—but it is deception only in the same sense that you are deceiving a man to whom you are introduced when you give him a warm handshake and look him in the eye and tell him

how glad you are to meet him—when you are not at all sure you are going to be glad to have met him ten minutes later.

There are the amenities of civilization, Henry, and once you begin to question them and call them trickery, you are threatening the entire structure of direct mail (not to mention all human relationships).

I am surprised at you.

Cordially,

NICHOLAS SAMSTAG,
Promotion Manager,

Reporter's Note: Far be it from me, Nick, to criticize **personalizing** as such. I started out in the Direct Mail business back in 1920 in Pittsburgh, Pennsylvania. For ten years I specialized in **personalized Direct Mail**. I even mortgaged my home to buy a Kier press and a couple of Linotype machines in order to get perfectly filled-in letters and in order to be able to imprint the names of the personal recipients on the covers of booklets, folders and what have you. So you can't accuse me of being agin' personalizing. Not if you knew how much a Kier press cost in those days!

You hit the nail right on the head in your tenth paragraph (or fourth from the bottom). I agree with you that **that** is the right kind of personalizing. You can't be surprised at me if I kick over the traces once in a while and object to corny efforts to fool the public by the obvious trickery of "palsy-walsy" personalizing. I'd be surprised if you were surprised!

Among other things picked up in Washington . . .

The bee is such a busy soul
He has no time for birth control;
That is why, in days like these
There are so many sons of bees.

(Anon.)

Given to this reporter by a certain Government official who thought it was appropriate for something or other.

BEST STORY OF MONTH. If you happen to be in the vicinity of lower Fifth Avenue, or if you want to see a most unusual piece of printing . . . drop in, or write, to Sixty-Eight Restaurant, Inc., 59 Fifth Avenue, New York. Ask for the Annual Report of the President. It is printed in two colors on beautiful paper. Just four pages. The typography is startlingly perfect. At first glance we thought the whole thing was a joke because "the President" talked in so dignified a fashion about the struggles and trials of the Board of Directors and the Stockholders. The report is concluded with an auditor's statement of a financial structure of relatively small scale. Under Liabilities there appeared an interesting item labeled "Customers Deposits." We decided to investigate.

* * *

No wonder this little restaurant on lower Fifth Avenue has a typographically perfect Annual Report. No wonder this little restaurant has a reputation for good food and as a meeting place for leading lights in the graphic arts and artistic fields.

The President of Sixty-Eight Restaurant took over the job as a part-time hobby because he likes good food and good companionship. Some people go so far as to say that he is "the greatest decorative designer of the present age." He was formerly on the staff of Evans-Winter-Hebb of Detroit. At one time or another he created the much talked-about advertising designs and layouts for

West Virginia Pulp and Paper, for Locomobile, for General Motors. He designed the newspaper PM and Fortune Magazine. He is the designer of famous series of calendars issued by Harris, Seybold, Potter Company. You guessed it . . . the President of Sixty-Eight Restaurant, Incorporated, is Thomas Maitland Cleland of Danbury, Conn.

Oh, yes! That item about "Customers Deposits" in the Financial Statement is easy to explain . . . but it wouldn't appear on the statement of most restaurants. Whenever the company needs a little ready cash for working capital, some of the good customers like Harry Porter, Tom Fairbanks or Mike Griswold, pay for their future meals in advance. And the business rolls merrily along.

A UNIQUE VOL. 1, NO. 1. We salute "Belleville Today" the first house magazine we have seen which is published by the citizens of a community in the interest of informing the boys in service about the home town. Eight pages, 8½ x 11 inches, on coated stock. Newspaper style. Illustrated with photographs of happenings in the home town. It will be published every three months and does not conflict with the local newspapers since there is no advertising. It does not touch upon politics or fractional disputes. New stories gathered for a three-month period are condensed into pithy sketches and published under the general department heads of town events, industry, churches, schools,

defense council, home front war organizations, local sports and news of the men in the service with excerpts of letters from all battlefronts. In addition to 2,100 copies to service men and women under first class postage, 7,000 copies will be distributed to the homes of Belleville by the 1,100 air-raid wardens of the town. Another 12,000 copies will be distributed by industries to their employees and industry will also mail copies to their personnel in the service.

There is a good example of tying up the home front with the fighting front.

ITEM FOR DIRECT MAIL QUIZ. What house magazine in the United States is published bi-lingually? We have never seen one before until Howard Manischewitz, Jr., of The B. Manischewitz Company, Cincinnati, Ohio, sent us several copies of "Food Store Review"—a national magazine for grocers. Now in Vol. 2, No. 5. The Manischewitz letterhead states that this company is "the largest Kosher bakers in the world." Howard, Jr., tells us that it is the only house magazine in the entire baking industry for circulation to grocers. It goes to nearly 10,000 grocers of 44 states in more than 400 cities. It is unique in every instance. Type is composed on an IBM Proportional Spacing Electromatic Typewriter and the job is offset. Each issue carries articles in both English and Yiddish text. Editor offers to send English translations of the Yiddish articles to anyone interested.

□ SPEAKING OF ANNUAL REPORTS . . . you should try to get hold of a copy of the 8½ x 11 inches, 24-page and cover brochure recently issued by the Ray-O-Vac Company of Madison, Wis., entitled "1942 at Ray-O-Vac." From a production standpoint, it's just about 100% technically perfect (produced by Color Print, Milwaukee). Beautiful illustrations and fine typography. Printed in three colors on dull coated stock. Written primarily for employees . . . but issued also to stockholders and interested customers. We like the interesting marginal sketches, and particularly the unique handling of the pages devoted to explaining the financial problems of a company engaged in war work. Printed in red along the margins are hand-written "doodle" figures and equations. The preliminary and complicated ones are x'd out. The final ones show clearly the net earnings for the past three years. It's a gorgeous job of "selling" a company's problems during wartime.

And still speaking of Annual Reports . . . we'll give another salute to the Pitney-Bowes Postage Meter Company of Stamford, Conn. Their's are always good . . . and this year's well illustrated and clearly written specimen is no exception.

□ A GOOD LETTER . . . so says John Plank, advertising manager of The Shelby Salesbook Company, Shelby, Ohio, who received the following multigraphed filler-in letter concerning dairy service. It may have a few too many "we's" . . . but if it made a good impression on John Plank, it must have done a good job on many other individuals on the same mailing list.

We ain't where we was!

And it's partly your fault!

Due to a most healthy increase in business we have been forced to find larger quarters in the Grand Trunk Warehouse at 1951 East Ferry Avenue, Detroit.

We owe much of this healthy increase to your consistent patronage. For that we are tremendously grateful.

From a humble beginning five years ago, we have tried sincerely to be worthy of consistent patronage. We

have tried to maintain a high standard of quality in all the dairy products handled. We have tried to maintain a service that is both satisfactory and in keeping with sound business procedure.

It is our intent to continue the same high standard of quality and satisfactory service.

In fact, with expanded facilities, we are hopeful that there will be a like expansion in our business relationship.

We want your continued support . . . and we most surely are going to do our part to be worthy of it.

Thank you,

BRIGGS DAIRY PRODUCTS CO.
(Signed) Gordon R. Briggs.

P.S.—The whole dope in a nutshell is that we've moved from 1599 East Warren Avenue to the Grand Trunk Warehouse at 1951 East Ferry Avenue. In making this move we've snagged a flock of New Telephone Numbers—Ivanhoe 8763 . . . Ivanhoe 8764 . . . Ivanhoe 8765! Call us on All Three Any Time or All the Time . . . BECAUSE WE ARE READY TO PERK RIGHT NOW!

□ "TODAY'S MOST IMPORTANT LETTER." Our friend, Horace Nahm, sent us an unusual piece produced for the Princeton Worsted Mills. It's an attractive promotion folder to dealers . . . but what interested us most was the final copy which appeared on the back page. The advice appearing in this copy should get widespread distribution.

While we're keeping in touch with old customers, contacting new ones, sending out necessary bills and so on, let's not forget to write today's most important letter. It's the one to Corporal Jack, justly famous in your store not so long ago for his way with difficult customers—to Bill, your ace bookkeeper now in training to become an ace flyer—and to young Larry, who answered Uncle Sam's call from the stock room. Remember, all your boys in the army now would welcome a letter from you. Each is hungry for news of the place where he worked—and of the men and women working there now. Jack, Bill and young Larry want to know about the new window display, what's new in their department and among their former co-workers and who of their old customers may have happened in recently. Your letter is not only a special job to the serviceman who gets it—but in itself a morale builder and a personal contribution to victory. Be sure to write today's most important letter—today!

□ 98 MAIL ORDER CASE HISTORIES . . . is the name of a new 20-page, 8½ x 11 inch booklet just released by MacFadden Women's Group, 205 East 42nd Street, New York City, to a selected group of advertisers. Should be interesting to all Direct Mail users for the good story it tells. Designed to sell the advertising advantages of the MacFadden publications. For anyone who wants direct orders through the mails. Booklet contains reproductions of 98 different mail order accounts.

□ PET "BEEF" DEPARTMENT.

Dear Henry:

If you have a few inches of space in your next issue or in the near future, please mention one of my pet "beefs." Much direct mail, especially letters, ends with the directive, "phone or write." Many letters, personal or otherwise, leave something up to the reader requiring a phone call, and the writer neglects to have the telephone number on the letterhead. If letterhead printers had any sense they would point out to people that the phone number is just as important on the letterhead as the street address. This is especially annoying when the person you want to contact is but a short distance out of the metropolitan area and no local phone books are available. It must bother the telephone company only a little less than the caller.

Best regards,

BILL SCHULZ,

American Automatic Typewriter Co.,
120 Greenwich St., New York, N. Y.

Reporter's Note: Hell's bells, Bill . . . we've been "beefing" about this for nigh on to twenty years . . . without much luck. Some people just don't like to make it easy for folks to find them.

□ SORRY TO HEAR that "The Hour" has been discontinued. It was one of my favorite weekly mimeographed bulletins. May 20, 1943 issue, Number 153, was the last. Editor Albert E. Kahn has done a remarkable job in exposing the enemies within our gates. He furnished valuable assistance to *this reporter* in exposing the misuse of the mail by Nazi Agents and in some cases . . . by Congressmen. Al Kahn has other urgent work to do. Good luck!

THE REPORTER

VIEWING WITH ALARM DEPARTMENT

Some people in the Graphic Arts field seem to have a permanent case of jitters . . . concerning regulations, new rules and what have you. Our advice usually is . . . "take it easy and don't get excited."

Here are three cases which cropped up this month.

First: Zone Addressing.

The Post Office has asked all users of the mail to cooperate with it by placing the **postal zone number** in future addresses. The Post Office is faced with serious manpower problems. It has lost many of its good clerks. It takes many years to educate postal clerks who can distribute mail rapidly. Cities are divided into postal zones. It helps the new clerks in distribution work if the zone number appears after the name of the city. For instance, *The Reporter* offices are located in postal zone 17 of New York. Therefore, in writing to *The Reporter* you should address your mail New York 17, N. Y.

The Post Office Department in Washington asked all the local Postmasters to get in touch with the big mailers to work out plans for mutual cooperation. Some big mailers immediately jumped to the conclusion that the Post Office would insist upon an immediate compliance with this order. In their minds, this meant that they would be forced to scrap all addressing plates and

completely revise their lists. In one case, a group of big mailers were all ready to stage a protest meeting. But they didn't have the facts.

The Post Office knows that this new regulation will have to be put into effect gradually. The Post Office Department does not expect anyone to scrap stencil lists, stationery, envelopes or to do anything that would cause waste. All they want is compliance **on new orders**. If you have your mailing list on plates or stencils, put through an order that all future plates made should carry the zone number after the city (if you can get the zone number). On any new lists being made up, the Post Office Department will aid you in getting the zone numbers for each city. We understand that that service will be supplied free. On all future orders for stationery, envelope corner cards, return envelopes, order forms, etc., be sure to include your zone number after the name of the city. **Don't view with alarm** this new postal regulation. It was designed to help speed the mail. You should be in favor of that.

Second: The Stitching Order.

The War Production Board recently put through a regulation which prohibited the use of stitching wire on any circular of twelve pages or less. Some folks immediately became all hot and bothered . . . thinking it would ruin their Direct Mail circulars of more than

four pages, or their house magazines of twelve pages or less. Within a few weeks it became evident to the fellows at WPB that such a regulation was impractical. So the order was changed and stitching wire is now regulated on a simple percentage-of-volume basis. No need to get excited. But do all you can to conserve.

Third: Greeting Cards.

WPB has issued a regulation restricting the production of greeting cards. One part of the regulation prohibits the manufacturers from furnishing retail stores with dealer helps, such as advertising cards, sample cards, banners, window displays, etc. The regulation does not prohibit the manufacturer from advertising his wares to the dealers. Some of the greeting card manufacturers are considerably upset over this regulation . . . but time should work things out smoothly. With a limited supply of greeting cards available, the stores may not need any pressure to sell their wares. The manufacturers will be saving part of their valuable allotment of paper. They will be keeping their businesses going until the happy day arrives when restrictions will no longer be necessary. So our advice is "don't get excited." If the restrictions are too severe, the chances are they will be changed. (In my book about Washington, which may never be written, there should be a chapter on "Don't Get Excited.")—H. H.)

□ **VISUAL DEMONSTRATION** was offered in a recent mailing by the Celanese Celluloid Corporation, 180 Madison Avenue, New York, N. Y. Advertising Manager Harriet E. Raymond wanted to demonstrate how Lumarith is being used for teaching blind flying. Harriet says "it's disarmingly simple." So, we will try to describe it. Two samples of Lumarith are enclosed in the mailing. One is red; the other green. Look through the green and you can see almost everything before you.

Look through the red and you can see almost everything except for the clear definition of color. But, look through both the green and red at the same time and you can see nothing.

For blind flying instruction, the student pilot wears a pair of red goggles. Green transparent Lumarith sheeting cut to fit is attached to the cockpit windows. The red goggled pilot looking at the window cannot see anything because the red

and green cuts out all light, but the pilot can see the instrument panel and everything within the plane. In other words, he is flying blind. The instructor, who wears no goggles, can see everything within the plane and also can see everything outside through the green Lumarith. By removing the green sheeting from the cockpit windows, the plane is available for other services. It was an interesting and informative mailing. *This reporter* enjoyed taking a few minutes off to try the experiment himself.

□ ANOTHER GOOD DIRECTORY. The OWI has just issued a "Handbook of Emergency War Agencies." It is a guide to the names of the people in the Federal agencies whose present functions are devoted to war activities. It is designed to help the public reach the services it needs within the emergency war agencies. Copies may be obtained by writing to the Superintendent of Documents, Government Printing Office, Washington, D. C. Price, 20 cents.

□ HORSE-SENSE IS NEEDED TO USE PAPER ECONOMICALLY. This reporter liked the "Horse-Sense" article published in the May 24th issue of "The Imprint," the bi-weekly bulletin of the New York Employing Printers Association. We think the whole Graphic Arts industry needs this kind of sensible talk.

The Printing and Publishing Division of the War Production Board thinks printing buyers and printers are still too wasteful in their use of paper. The division has intimated that unless paper is used more closely in line with actual utility needs, further curtailments are likely.

The wasteful use of paper is particularly deplorable when it is considered that in most cases the conservative use of paper . . . which means in just the right size and weight to constitute an adequate vehicle to carry the printed message . . . does not cut down the amount of billable work to be done by the printer. Reducing a stock from 120 pounds to 80 pounds, for instance, wouldn't have any bearing on the kind and amount of work to go into the printing of the paper. In short, the printer stands to lose nothing as far as shop work is concerned by encouraging his customers to be far more conservative than they have been in their paper specifications.

On hand at headquarters are some glaring examples of wasteful use of paper. One example is an eight-page booklet, page size $7\frac{1}{4} \times 11\frac{1}{4}$ inches, printed on 120-pound coated (that could just as well have been at most 80 pounds) and with a fold-in cover of double thick, hand-made stock measuring about 30 x 12 inches.

Even in wartime, advertising and general promotional requirements can legitimately call for first-class printing and the use of good paper. There is a level of quality in such things below which no printed piece can go without making a seeming economy actually a

waste in the sense that unattractiveness and reading difficulties have serious effect on the ability of the piece to accomplish its purpose. Outstanding example of economical use of printing and printing materials in the sense that they accomplished certain very desirable objectives are the full color government posters and car cards to stimulate recruiting. There was nothing inconsistent about the use of these posters (compared with the peacetime ones that were done in black and white and bearing all the earmarks of hasty preparation) even though they first appeared coincident with rumors of shortages, both of paper and engraving materials. They were well justified because there was an important job to be done, and the uninteresting pre-war pieces simply failed to measure up to the need.

Deserving of censure—and sure of getting it, too, as the general public is becoming more deeply impressed with the need for conservation along many lines—are firms getting out printed pieces that go completely haywire in their foolish and wasteful use of paper, plates and other materials. The yardstick to be used is ordinary horse-sense. No other gauge can be substituted for that.

□ YOUR ADVERTISING POLICY. Under the above heading, the following interesting item appeared in a recent Business and Defense Bulletin issued by The Research Institute of America, 292 Madison Avenue, New York City. We have asked permission to reproduce the copyrighted material:

In a war economy, where shortages grow like mushrooms, there is real need for re-evaluation of advertising policies. A glance at the British situation provides a hint as to what may be in store for the American seller. In England the magazines and newspapers have instituted a strict rationing of advertising space in line with the diminished size of publications, and at the same time competition among would-be advertisers is so great that rates have shot up by an average of fifty per cent over pre-war levels.

Recommendation:

Although the reduction in newsprint available to American publishers has not yet cut into advertising space, this is the time for businessmen to start thinking about possible changes in policy. To avoid finding himself in the position of a lowly buyer in a seller's market, the businessman should begin now to re-orient his advertising plans. Perhaps the best thing is to turn to a greater utilization of radio; or, depending on your situation, the wisest move may be to resort to smaller ads whose

appeal lies in their punch rather than in lengthy descriptions of the product.

Possibly other channels of advertising besides the press can now be exploited to advantage. Your own store, your show windows, circulars and handbills, may become more important as means of promotion when other advertising media grows scarce. You may find it advisable to substitute an intensive advertising campaign for the expansive policies of the past.

The important thing is to make ready for whatever new twists the war may bring, so that any sudden change will not leave you out on a limb.

Reporter's Note: We agree that it is advisable to substitute intensive and selective advertising for the "expansive policies of the past." We hope that The Research Institute will make a complete report on the Graphic Arts Victory Committee Guide Book, which is now being distributed. That Guide Book ties in very well with the observations of The Research Institute.

□ MORE DOPE ABOUT COLOR. The last time we printed an item about color in defense work and psychology . . . we got into a three-cornered argument that had us all dizzy. But here it goes again:

Now that the pesky fly and mosquito are about to begin their annual spring offensive, it is of interest to review what influence (if any) color has in the matter of human defense. From the Color Research Department of the Eagle Printing Ink Company, New York, come a few engaging notes.

Insects, of course, have a different visual range for color than do humans. Most of them are able to see ultraviolet radiation, yet are blind to red. Night-flying insects, for example, will be more attracted to blue than they will to red—but sheer brilliance of light will be the most exciting lure. Thus for comfortable porch relaxing, the strategy is to use a bright blue bulb in some remote spot away from chairs and swings, and if some visibility is wanted, to rely on a weak red lamp of low wattage immediately over convivial quarters.

Numerous investigators have conducted elaborate research. Years ago (and probably today) the Dutch painted their stables dark blue to ward off flies. In South Africa, pink and yellow mosquito curtains have been found to harbor fewer insects than other hues. This is a debatable subject, but it does lend added fascination to the ever-compelling subject of color.

□ REPORT ON CURRENT CONVENTIONS BY MAIL. Here's some recent additions to the file. The American Type Founders Sales Corporation, Elizabeth, N. J., held a one-piece Convention-in-Print. Sixteen pages, 8½ x 11 inches, on coated stock. Front page reads: "Pull up a chair . . . The ATF Club Invites you to its first Convention-by-Mail." There is a picture of a room with a big comfortable chair. First inside page shows the first speaker pictured beside the chair. Next page shows President Thomas Roy Jones seated in the chair, with first speaker standing beside him, and so it goes through the book, with the various speakers gathering around the chair. Good idea.

Thomas J. Andress of the Harleysville Mutual Casualty Company, Harleysville, Pa., sent us another one-piece Convention-in-print. It is all plastic bound together in a 38-page, 8½ x 11 inch brochure. Printed in two colors. It is a fine piece of work, illustrated with cartoons and charts. One novel feature is the insertion of smaller sized reproductions of letters or messages from prominent men . . . the type usually read at the annual banquet. There is a letter from Joseph Eastman of ODT congratulating the organization for their patriotic action in cancelling their spring meeting.

□ GOOD IDEA FOR CATALOG USERS. E. J. Lush of Divine Brothers Company, Inc., Utica, N. Y., sends us an interesting bristol marker, which is placed in every catalog sent to an inquirer. Caption on front flap reads: "Attention is called to page where marker is." Mr. Lush calls it a double purpose item. So, let's let him describe it:

It has been a Divine Brothers policy to send complete information about our various lines when an inquiry is received. The reason for this is that if a prospect inquires about a buffing or polishing lathe, he is almost certain to want buffs or polishing wheels. Later he may need composition to put the proper finish on his products. This chain continues but the foregoing will illustrate the fundamental thinking in furnishing full line data. A catalog has been selected as best medium of providing this information. However, when a person has requested information on a specific item, he probably

doesn't care at that particular moment to wade through a lot of catalog pages to find what he is looking for. The answer to this is the attached . . . make it easy for the prospect and he will be in a more receptive mood when he considers the product he really wants to know about. The bookmark immediately "flags" the page on which the item of his interest appears.

The first instinct with many recipients (possibly the type of book lover who reads a whole story at one sitting) would be to discard the marker after it has served its purpose. But no, the bold note on the front tells the recipient, even before he opens the catalog, that there is a handy useful wheel speed table on the back. By removing the front of the marker (which has been made easy to do by the fold) and creasing the back on the dotted line, he has a shirt pocket-size table of buffing and polishing wheel speeds . . . something for which he has almost constant use.

Its application to many of the businesses represented by your readers can be readily visualized from this insight to our problem and solution:

1. For easy catalog insertion and page identification.
2. For salesmen and distributors to leave with customers and prospects as quick reference and a useful reminder advertising piece.

Space has been allowed above "Attention" to personalize marker.

□ MORE ABOUT WORRY ROOMS. We like the most recent letter sent out by our old friend Jim Toy of the Mayco Supply Company, Orlando, Florida. He uses it as a follow-up to folks who buy his Worry Room . . . in an effort to induce them to give more Worry Rooms to their friends (which is just exactly what *this reporter* has been doing).

To the NEWEST Member of the "LAUGH at WORRY" Club!

Dear Member:

Enclosed is your Membership card, paid up for life, in the NEW national "LAUGH at WORRY" Club.

Your recent purchase of a WORRY ROOM entitles you to this membership, without charge.

You can have a lot of fun with your friends and business associates with this membership card.

Perhaps you will want your friends, customers, salesmen, prospects, etc. to enjoy a membership in this unique and

helpful Club. We will gladly furnish a membership card, **free of charge**, with every WORRY ROOM you order.

There is a good, sound idea behind the "LAUGH at WORRY" Club and the WORRY ROOM. It is born of today's troublesome conditions in the **true American** spirit of laughing in the face of difficulty. It ridicules worry and in a good natured way proves the futility of worry.

Coming at a time when most people have **MORE** worries than ever before in their lives, anything you can do to get over the idea that "Worry Does Not Pay" will be deeply appreciated by them and they will be ever **grateful** to you.

The little WORRY ROOM makes an ideal gift for any occasion. Just check the attached list of ways it can be used **PERSONALLY** as well as in **BUSINESS**.

Now with the **ADDED** feature of membership in the "LAUGH at WORRY" Club and the membership card signed by **YOU** as Vice President you give them in **ADDITION** to the WORRY ROOM, means that you virtually give **TWO** gifts, which gives you **DOUBLE** friendship value, when you give WORRY ROOMS.

Just check on the postage paid post card how many **MEMBERSHIP** cards and WORRY ROOMS you want and mail the card today, which will insure early delivery.

Yours truly,

The Membership Card is clever, too . . . with a schedule of rules for worriers. Naturally, enclosed with the letter is a circular describing and picturing the Worry Room . . . and a price list.

WANTED

The Reporter would like to obtain from readers *as quickly as possible* specimens of Direct Mail (or other printed promotion) which are tied-in with the so-called "Victory Projects" of the Government. That is, send us samples of your own promotion which has helped to promote such projects as Rationing, Transportation, Conservation, Salvage, Production Drives, Nutrition and Health, Manpower, Anti-Inflation, Civilian Defense, War Bonds and Stamps, Morale, Business Clinics, Security, Absenteeism, Woman-power, and Winterizing of Homes.

We'll have more to say about these specimens later.

WHAT ABOUT A NEW NAME?

Some months ago, *The Reporter* published an editorial letter explaining that some people thought we needed a new name for *Direct Mail Advertising*. "Too many people considered it merely a tool for *selling something*, etc." Here is the hottest of all the letters received on the subject. We were threatened with "dire things" if we didn't print every word. O.K., we will . . . even though late . . . but in *small type*.

Dear Henry:

Time was when the covers of *The Reporter* were always interesting and sometimes even exciting. I can remember, not too long ago, an era of color plates, dramatic photographs, germane subject matter and even—on occasions—a slice of cheesecake. It was fun.

Now you write editorials on the cover. Which wouldn't be too bad if the editorials themselves made sense. And I am thinking of the one which, in my opinion at least, did not.

You say "people don't like the name" we use to identify direct mail. Well, suppose we find out first who are "people." If they are consumers, they probably never even heard of direct mail. They call it "advertising," generically—or more specifically they refer to "circular letters." But I don't think they ever term it "direct mail" as we do.

In the past two years the Direct Mail Advertising Club has conducted a series of consumer clinics. We have invited representative citizens to describe, in their own words, their reactions to the direct mail they receive. Typical comments sound like this:

"If it looks like an ad I throw it out."

"If I think it's a circular, I tear it up."

Never, during any of these clinics, did anyone say, "If it looks like a direct mail piece I give it to Junior so he can fill out the reply card in his father's name, as a gag."

And now let's get down to the serious business of what direct mail is supposed to do. Your editorial quotes some of the less transparent applications of the medium . . . by stockholders' committees, by political pressure groups, by government agencies. According to your editorial, none of the examples you quote can be labeled either "advertising" or "selling."

I think all of them could be and should be. Because they are! Let's take an even more extreme example than you have used, and see why.

Minnie Warfendoerfer's old man dies. You haven't seen Minnie since 1915, when you thought you might like to marry her. As a matter of fact, you asked her and she said "yes"—and then something happened and she changed your mind. But you still like Minnie . . . and you get a yen to see her every once in a while. So what do you do? You write a letter of condolence to advertise the fact that you're still alive and to sell her on the idea that you're still the same sweet thoughtful lad you were a generation ago.

I don't know how many 000,000,000, 000,000,000 pieces of mail the U. S. Post Office handles in a year. But I'm willing to accept full responsibility for the statement that every last one of them is directly related to a selling or advertising effort of some sort.

The examples you picked to prove the contrary were notably weak. What the stockholders want to do is to SELL the idea that the present management of the company in which they are partners doesn't know its assets from a hole in the ground. What the politician is trying to do is to ADVERTISE and SELL the fact that his candidate will bring sweetness and light—and a juicy order of patronage—to the district in which he is a candidate.

And if that isn't selling I'll let you buy me a tin cup and a pair of smoked glasses. I have a cane left from 1929, thanks.

Finally, because this letter has to end some time, I'd like to know how you think we can correct the deficiencies of direct mail by altering its official designation.

Remember 'way back in 1925 when a young journalistic upstart ran a magazine called "American Mercury." In that worthy journal Henry Mencken had a section called "Americana" in which he poked serious fun at the undertakers who called themselves "morticians," the real estate operators who insisted they were "realtors," the barber shops that had become "tonssorial parlors" and the bargain basements that were being rechristened "Lower Level Budget Shops."

Mencken excoriated this sort of thing as a sort of mercantile ostrichism or

psychotic compensation. And he must have been right. Most of the old time undertakers are still in business. But many of the "morticians" found that their last assignment was to officiate at their own commercial funerals.

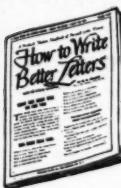
Some years ago the State of New York thought to put an end to the baleful influence of the pool room by the simple expedient of requiring the proprietors of these establishments to alter their signs to read "BILLIARD PARLOR." But in the festering slums of every city in the state, the hoodlums still "shoot pool" in what, contrary to one of the many laws they flout, they still insist upon calling "pool rooms."

No, Henry, without even mentioning Shakespeare and the rose, I think you must agree that changing the name isn't going to do any good. Because there's no reason for it. You can call it "Contact Correspondence" or "Postal Solicitation" or any other euphemistic title that ingenuity may provide. But you won't alter the fact that to the consumer—the person who really counts—it will continue to be, generically, "advertising" and, more specifically, a "circular letter."

I'd rather see you take a more constructive position. Suppose, instead of trying to dignify the product by altering its name, we make an effort to dignify the name by improving the product!

What the Hell, that's what you're supposed to be in business for!—Cordially, Chet Sloane, Newsweek, Newsweek Building, New York City.

Reporter's "Nuts": You should'a brought in the kitchen sink someplace, Chet. And you missed the point! We were not talking about consumers—but managements—reaction to Direct Mail. Changing the name wouldn't change what Direct Mail can do. It might change the attitude on the part of the management that Direct Mail is something to kick out of the window the minute "they" don't need orders or inquiries. See?



THE REPORTER

says: "At last, here's a sensible, bunkless, easy to read book about ordinary letters. . . . The kind of easy-going book every letter-writing person should read." With 183 actual examples.

HOW TO WRITE BETTER LETTERS

By M. M. SWARTZ, Direct Mail Consultant
Size 8" x 11". ONLY \$1.00 postpaid from
FranklinWatts, Inc., 285 Madison Ave., N.Y. 17N.Y.

MORE ABOUT NAME CONTROVERSY

Harold H. Rosenberg, of Industrial Publications, Inc., Chicago, Ill., says: There is nothing the matter with "Direct Mail." It is descriptive to the nth degree and several generations of people are accustomed to it. I might offer the suggestion that you say *postal advertising* or some one of a dozen other handles, but who would know instantly what I was talking about.

I am a very large user of direct mail and have been all my life. I am also publisher of several business papers. So far I have yet to hear one publisher condemn the use of direct mail. We use direct mail for advertising our publications as well as the advertising trade journals, but never have we expected one to supplant the other nor can they do so any more than you could expect either meat or potatoes to take the place of both. As a matter of fact, we do not consider that it pays to use the same type of copy in our direct mail that we do in our business paper advertising.

Advertising by United States mail is one of our oldest media and my only criticism of the various attempts made by so-called exponents is to put it on a competitive basis with every other kind of media. We use it when we think it will be profitable for us to do so, and I never heard of anyone using it from a sense of loyalty or any other reason.

I have attended several clinics in which this subject was discussed and very frequently speakers talk from the standpoint that they have discovered something new and radical. I believe one service that you can render the entire advertising industry is to stop putting direct mail on the defensive and being competitive with other forms of advertising or dissemination of information.

Reporter's Note: We've been trying for a long time to stamp out the competitive bickering. Every form of advertising has its place, and each in its place is "best."

I. H. Bloom, of Direct Mail Service, Pittsburgh, Pa., says: I question very much whether a change in name will cure the present difficulty but, in the hope that it may have some effect, I would suggest "Direct Advertising" or "Direct Sales Promotion." To many advertisers, sales promotion includes advertising as well as other promotional activities and seems more important than advertising alone.

However, I can't see how you can get away from the fact that Direct Mail is advertising by whatever name you may choose to call it. The difficulty is that we have caused an erroneous understanding of the functions, powers and uses of our form of advertising to the end that many advertisers do not consider it as advertising but only as a means of securing inquiries. It would be wise for all of us to start stressing what Direct Mail really is . . . that inquiries are but an incident to its use . . . that it is "something extra" that you get from its use . . . that its main objective is to inform its readers about a product or service.

□ V-MAIL HOUSE MAGAZINE. Many of you should be interested in the following item which we are reprinting from the always excellent "The Post," quarterly magazine of the Mail Advertising Service Association International, Park Avenue Building, Detroit, Michigan:

If you have any customers who have a considerable number of employees in Uncle Sam's overseas forces, here is a cracker-jack idea which you might sell them. It is a bulletin or "house organ" printed or processed on regular V-Mail stationery. A splendid example of the application of this idea is the overseas edition of "The Field Glass," employee magazine of Marshall Field & Company, Chicago. While Field's mail the regular edition of their publication to all former employees in the service, the V-Mail edition is published (twice a month) to get news of store personalities to the people in service in a minimum of time.

A suggestion: in printing or processing any material on V-Mail stationery, be sure to use **black** ink. The reproductions of V-Mail letters we have seen are none too well done, photographically. Out of consideration for the readers' eyes, it is also well to use pica type, since the reproductions are not much over about one-sixth the size of the original.

CLASSIFIED ADS

Rates, 50c a line—minimum space, 3 lines. Help and Situation Wanted Ads—25c per line—minimum space 4 lines.

ADVERTISING AGENCIES

TESTED IDEAS for newspaper, magazine, trade publication advertisers. Publishers' rates. Martin Advertising Agency, 171P Madison Ave., New York. Est. 1923.

EQUIPMENT

SAVE HALF on Mimeographs, Multigraphs, Typewriters. Write for list of other bargains. Pruitt, 69 Pruitt Bldg., Chicago.

MULTIGRAPHS, MIMEOGRAPH, Folding Machines and Attachments — Sold, Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

LETTERHEADS

"EXCELLENT" says Printers Ink about "Letterhead Design and Manufacture," by Fred Scheff, 225 pp. 8½x11. 125 Letterheads. Mail \$5.00 to Fredericks Co., 68 Nassau St., N.Y.C. Money refund guarantee.

MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

<p>If You Like This Issue . . .</p> <p>and if you are not a regular reader of <i>The Reporter</i>, you will be doing yourself a big favor by subscribing now. Know what is going on in the Direct Mail field by following this monthly digest of Direct Mail Ideas. If you are a subscriber . . . how about showing this copy to a friend?</p> <p>Subscription Rate \$3.00 Special Two Year Rate \$5.00</p> <p>THE REPORTER, 17 East 42nd St., New York City</p> <p>Fill out coupon. Paste on Post Card. We will bill you later.</p>		<p>NAME.....</p> <p>ADDRESS.....</p> <p>CITY.....</p> <p>STATE.....</p>
<p>THE REPORTER Subscription to THE REPORTER NAME.....</p>		

Picked for the Job!



QUARTERMASTER MEN "Deliver the Goods"

Provisioning millions of men on dozens of different fighting fronts demands a slide-rule mind and the vision of a seer. Logistics, the army calls it.

Plenty of blood, sweat, and brawn—and brains that can stay on duty 36 hours at a stretch. To be able to think the way the crow flies . . . cut through the impenetrable . . . deliver the impossible. Perfectionists with a dash of inventive genius can serve the Quartermaster's Corps well. And that means selection—to the nth degree.

Mimeo users select International Mimeo Script because of its fine bond-like quality. International Duplicator, too, is selected because it works equally well with the Spirit and Gelatin processes.

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